

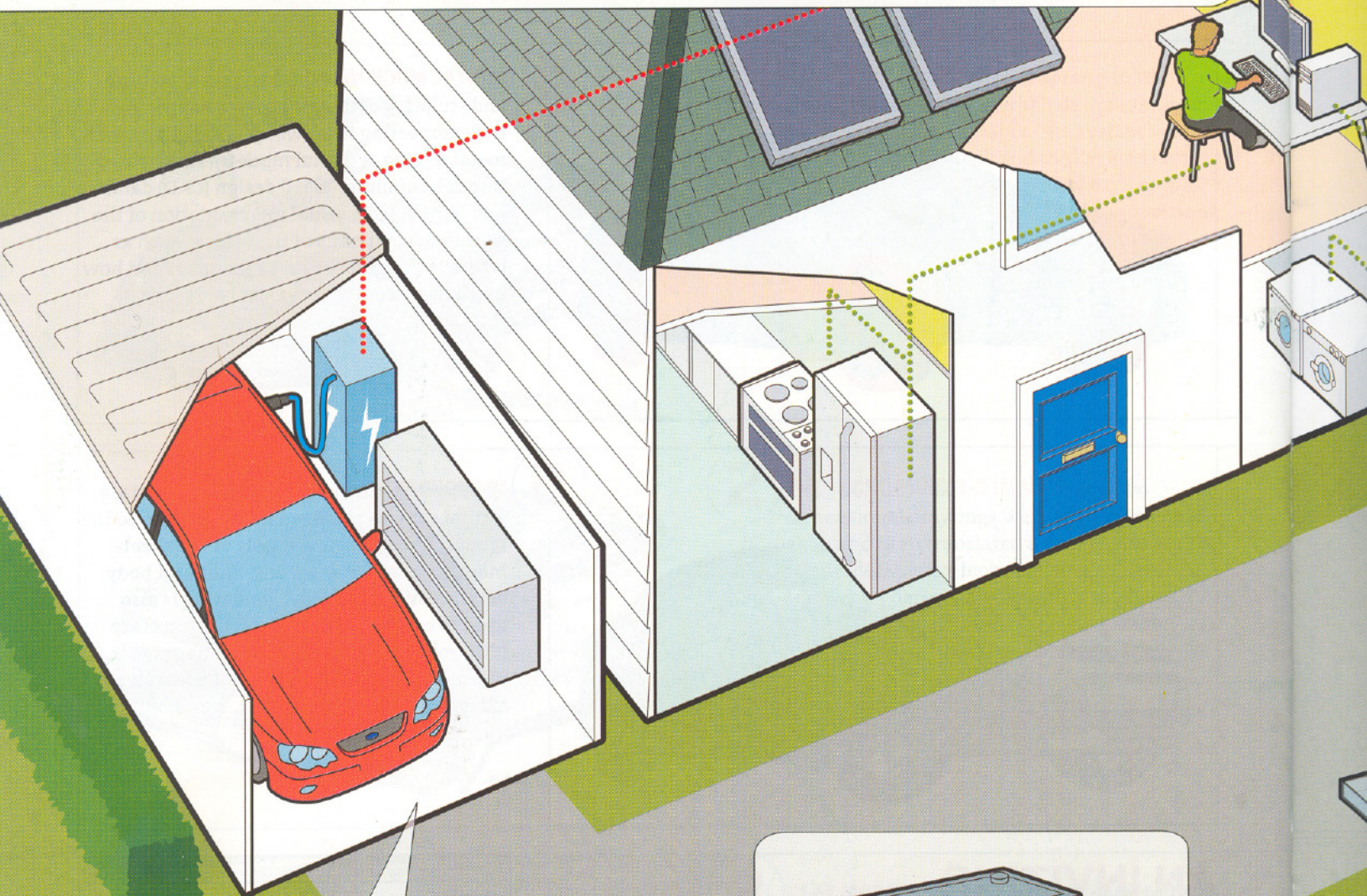
FORD GOES ELECTRIC



2012 Focus
Electric

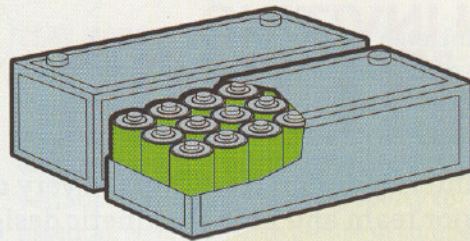
Here's something to get charged up about: Over the next two years Ford is introducing five revolutionary electric vehicles (EVs), starting with the Transit Connect Electric that debuts in late 2010. Following is a look at some of the most advanced Ford vehicles ever and the grid that will keep them powered.

BY JOSH DEAN | ILLUSTRATIONS BY FLYING-CHILLI.COM



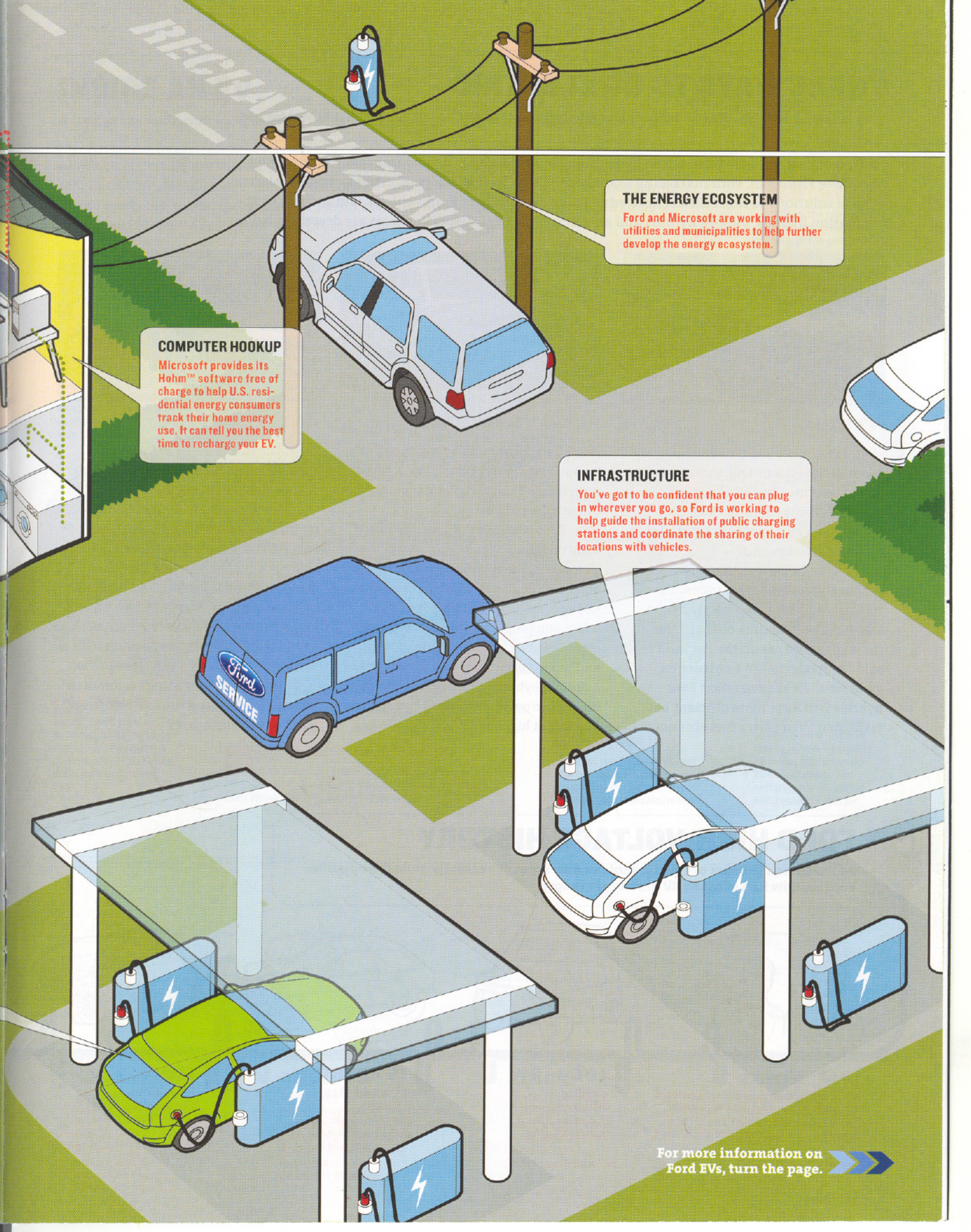
HOME CHARGING

EVs can plug into standard 120-volt outlets but charge six times faster with a 240-volt charging station. Ford is working with Coulomb Technologies to offer free in-home charging stations to some of the first Transit Connect Electric customers.



BATTERIES

What's the biggest concern for potential EV buyers? Range. So Ford has tripled the number of engineers dedicated to battery development and is working to greatly increase the range and options on future EVs.



COMPUTER HOOKUP

Microsoft provides its Hohm™ software free of charge to help U.S. residential energy consumers track their home energy use. It can tell you the best time to recharge your EV.

THE ENERGY ECOSYSTEM

Ford and Microsoft are working with utilities and municipalities to help further develop the energy ecosystem.

INFRASTRUCTURE

You've got to be confident that you can plug in wherever you go, so Ford is working to help guide the installation of public charging stations and coordinate the sharing of their locations with vehicles.

For more information on
Ford EVs, turn the page.

